

WON'T YOU BE MY NEIGHBOR: WELCOMING WILTON

Won't You Be My Neighbor: Welcoming New Residents to Wilton

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LIM 537

Won't You Be My Neighbor: Welcoming New Residents to Wilton

Incorporated in 1802 Wilton, Connecticut is a bucolic town located in Fairfield County. Wilton is an affluent town with a largely White population. According to the 2019 census 18,463 residents lived in Wilton. Of those 18,000 residents 88% are White. Though this seems high this number has decreased in the last eight years. In 2011 92% of Wilton's population was White. More people of diverse backgrounds have been moving to Wilton in recent years. The largest increase in population has come from an increase of Asian Indian families moving into the town. According to census data from 2011 only 205 Asian Indian people lived in Wilton. That number went up to 751 in 2019 (US Census Bureau, 2021). According to data from ESRI the population can be classified as either Top Tier or Urban Chic. Top Tier individuals are a "highly educated, successful consumer market... [earning] more than three times the US median household income, primarily from wages and salary, but also self-employment income and investments" (ESRI, 2021). Urban Chic are "professionals that live a sophisticated, exclusive lifestyle" (ESRI, 2021).

There are four public schools in Wilton. Miller-Driscoll holds grades pre-K through 2nd, Cider Mill has grades 3rd through 5th, Middlebrook has grades 6th through 8th, and the Wilton High School has 9th through 12th. There are two private schools, Our Lady of Fatima, a Catholic school which has pre-k through 8th grade and The Montessori school goes from pre-k through 6th grade.

Income

The median house income in 2019 was \$193,292 (US Census Bureau, 2021). Property taxes make up 87% of the funds for governmental activities. The rest is made up from grants and contributions (7%), fees (4%), and other miscellaneous revenues (Kelly-Lenz, A., 2019). The

town is looking in the next five years to renovate the police station, improve recreation facilities, and complete a major road restoration project. The town also recently had a \$3.66 million bond sale. The funds from these bonds will pay for part of the road renovation project and replace the track at the local high school stadium. Money is not an issue for the projects the town wants to accomplish.

Wilton Library Association

At the heart of Wilton's town center lives the public library. The Wilton Library Association was founded in 1895. Housed in an environmentally friendly buildings the library is the only branch in the town, but it allows anyone with a Connecticut library card to check out a book. It participates in the Connecticut Library Association and the Connecticut Library Consortium. As such, most of the patrons are residents of Wilton. The neighboring towns in Connecticut and right over the border in New York also frequent the library. The library has a staff of about 50 but only 15 of those employees are full time, 12 of those employees are professional staff.

The Library has an extensive amount of programming. In 2006 the Library completed an extensive renovation that included several new workspaces and a concert space with an attached kitchen that allows for a variety of events. The room is named after Dave Brubeck, a long time Wilton resident. With that inspiration the Library hosts frequent musical concerts in that room for their patrons. Other notable programs are the children's story hour, Author Talks, Poetry in Motion, The Human Library, and Innovation Day.

To pay for these programs the library goes about a different way of funding than most public libraries. 75% of the funding comes from the town. This amount of money pays for all the salaries, health care of full-time employees, and anything regarding the building maintenance.

The other 25% is from fundraising and donations. That pays for anything you can use – books, databases, digital downloads. Those donations are raised from the annual gala, the yearly book sale, the annual friends of the library giving campaign, Author talks, and a few generous, big donors. This does not take into account the special funds that each department has access to that is outside of the established budget. The total budget for the 2019-2020 year was \$3,437,692. There was a surplus of \$72,554.

The Library has one main director, Elaine Tai-Lauria. Elaine has two assistant directors who oversee dividing the budget. One assistant director oversees Children's and Circulations. The other oversees Network Services, Teens, and Maker's Space. The Facilities, Development, Marketing, and Financial Managers all report directly to Elaine. Each department must discuss their budget with the responsible director. The assistant director will divvy up the budget based on last year's financial records. The head of the department will need to argue their case if they feel they need more. There is not a large fund for programming. The library has a different way of financing those opportunities. For example, for the Jazz Concerts two families in Wilton pay each year to have them scheduled. The librarians are constantly finding families or companies that would make a good sponsor for their programming. In any other town this might prove difficult but since Wilton is quite affluent the library has not struggled. Due to the mix of funds the library does not need to report to the town directly to have it approve any of their programming. The library does have a board of directors that they report to and the board works in conjunction with the town.

The library has eight key stakeholders: Local Government, Town Taxpayers, Board of Trustees, Users, Potential Users, Donors, Library Staff, and Volunteer Staff. The stakeholders with the most power are the Donors, the Local Government, and the Town Taxpayers. These

stakeholders have the most impact because they directly affect the budget of the library. Without their support the library's funding could be terminated or reduced at any time. The donors and the local government have the most influence out of all the stakeholders. The donors provide funding to the library twice as their tax dollars go toward 75% of the budget from the town and the additional 25%. Donors can have a large impact should they decide to stop providing additional funding. That funding provides everything that users can access in the library. That would be a huge disservice and impact the library, users, potential users, and staff greatly. The Local government could cut their contributions to the library. This would impact the users and staff of the library. The town provides the funding for the staff salaries and upkeep of the building. The library could downsize their staff to volunteer staff, but this would negatively impact the quality of the library service.

Hot Button Issues

As previously mentioned, the lack of diversity in Wilton is a hot issue in the town. Last summer there were several protests against police brutality and in support of Black Lives Matter. A letter, signed by 100s of current and former students, was sent to the Board of Education. The letter stated,

The homogeneity of Wilton unintentionally but systematically discourages students from exploring their racial and ethnic identities by depriving them of information and resources ... The lack of nuanced classroom discussion surrounding race, gender, and sexuality produces well-intentioned ignorance... changes in curriculum, hiring excellent diverse educators, and holding students who make publicly racist remarks accountable. (Ross, J., 2020)

Per a profile on the school from the 2005 – 2006 school year the racial demographic of the school was predominantly White. With a total enrollment of 1,237 students 92.7% of the students were White. (Connecticut State Department of Education, 2006). This number has not changed

significantly in the last 15 years. Two teachers at the high school responded to the letter by bringing a new class for approval called, “Voices for Change: America in the 21st Century, the course would explore social issues through literature, social-emotional learning, and student advocacy” (Ross, J., 2020). Though the lack of diversity in Wilton does not seem to be changing at a rapid pace the town is aware that it has a diversity problem and the town’s younger citizens are making an effort to address the “well-intentioned” ignorance of the town and their school curriculum.

Another hot issue is a recent uptick in car thefts and objects being stolen from cars. This issue is not just specific to Wilton but to Fairfield County as a whole. While Wilton had seven cars stolen last year, the neighboring town Ridgefield had 30 (Freda, J.D., 2001). Most of the cars are recovered in New Haven and are being used for other crimes. This uptick has caused some alarm among citizens. Due to the lack of diversity in the town and this uptick in car thefts it could lead to more instances of prejudice and bias profiling. This is something the community should keep an eye on.

Major Trends

For most of its history Wilton has been an affluent, homogeneous town. With the town remaining the same demographic for most of its history it has not led to any major changes. These three recent trends may finally change the makeup of the community. The three trends in Wilton are all closely related. The racial demographic of the town is slowly changing, the housing prices are rising, and the amount of affordable housing units in the town is a hotly contested topic. Should affordable housing be made available Wilton might see an increase in the diversity in the town that may not be wholly welcome.

Changing Racial Demographics

The Asian Indian population in Wilton has been rising over the last several years. In 2011 there were 205 Asian Indian individuals in the town. In 2019 there were 751 individuals. That is a 266% increase of Asian Indian townspeople. This uptick can be contributed to the opening of the Wilton Hindu Temple. In 2014 Swami Balgopal founded the temple and with that, “Eighty families have moved to Wilton...” (Kim, S., 2016). That number is only expected to increase. Prior to the Wilton temple the only other temples close by were in Flushing, New York or Pomona, New Jersey. With this increase in diversity there has been some backlash. In 2017 there was a reported act of vandalism at the temple. A window worth \$1,500 was shattered. This was the third time the temple had been targeted in a six-month period. The other two incidents went unreported (Tomlison, P., & Kim, S., 2017). The town’s interfaith leaders came together, and more than 100 residents showed their support by attending a service at the temple. Change can incite acts of intolerance and it is important that Wilton continue to combat those who are intolerant and prejudiced. All citizens must feel welcome in their hometown.

Housing Prices

The housing market in Wilton has always followed a cyclical market. Once the last child graduates from the local High School houses go on the market and are sold before the start of the next school year in the Fall. Housing prices have taken a hit in Wilton since the recession and have not returned to their pre 2008 prices. This allowed for lower income families to buy homes in the area. It also meant that empty nester couples that would normally have left the area decided to stay and not lose money on their investments. In 2011 the population over 60 was 20.2% in 2019 that population was 22.4%. Not a large increase but an increase all the same. The market has taken a turn “Wilton’s available supply went from as many as 240 homes at times in 2018-2019 to about 150 in 2021” (Bonnist, K., 2021). This increase in sales has not benefited

everyone in the town. One individual who moved their family into an apartment in Wilton two years ago is now probably going to have to leave the town,

‘Property prices escalated by so much that even homes that we could have afforded a year ago [are now] way beyond our reach. We wouldn’t have even considered moving to a different town or state if the real estate market wasn’t this crazy’ (Bonnist, K., 2021).

This increase in housing prices will keep Wilton from diversifying and it will continue to remain an affluent, homogeneous town.

Affordable Housing

As of 2018 there were only 10 housing communities that offered affordable housing. Of those 10 only four allowed you to own your unit. There are 233 units delegated as affordable rental units in Wilton. Only 39 of the 233 units are available for people who are not elderly or handicapped (Town of Wilton, CT, 2019). The town had a moratorium on building new affordable housing from December 2015 to December 2019. In the ten-year plan that the town’s Planning and Zoning Commission drafted they list one of their goals as “Continue to increase housing options to benefit the shared interests of the Town’s residential and commercial communities” (Wilton Planning and Zoning Commission, 2019). They hope to do this by increasing the availability of multi-family and smaller housing units in the town and by diversifying the price points. This seems well intentioned but in the last two years two multifamily apartment complexes with affordable housing units have either been pulled and or criticized (Gay, P., 2020 & Freda, J.D., 2021). The apartment complex that is currently up for debate would add 173 units to Wilton and 17 of the units would be designated as affordable. The current pushback at the moment against that complex is “It just doesn’t feel like Wilton...”

(Freda, J.D., 2021). Should Wilton continue to push back against affordable housing the town will likely always remain a homogeneous community.

Impacts on the Library

Due to the pandemic the library did not update its strategic plan. As the library updates its strategic plan every ten years. It is not beneficial to compare the previous plan to the trends above as they are all recent trends that would not have been accounted for in the prior plan. The growing diversity in Wilton will have the largest impact on the library. Does the library have enough materials and programming to attract the Asian Indian population? Are they offering programming to educate the white residents of Wilton about Asian Indian culture to further combat incidents of vandalism, prejudice, and intolerance? It is important that a library serve all members of its community. The new strategic plan should make sure that it does that. Regarding the rising housing prices this would positively impact the library. More people entering the town would mean new memberships and the possibility of increased donations to the library with these new patrons. Regarding the lack of affordable housing this has been a status quo issue with the previous four year moratorium. Should affordable housing increase the library will need to plan accordingly but it seems like it will be some time before the library needs to worry about that.

Potential Programs

Some of the programming the library could offer could be partnering with the temple on religious or nonreligious celebrations to provide more insight. Several people know about Holi, the festival of colors, but why do Hindus celebrate it? What about Diwali? The library with guidance and appropriate partnership with the temple could host a cultural celebration. The perfect celebration would be Diwali, a festival of lights. It would be appropriate to shine a light on the Asian Indian community through this festival. The celebration lasts five days and each day

the library could host a different event. The first day could have a guest lecture on the history of Diwali. The second day there could be a cooking class in the auditorium. The third day could be a conversation with religious leaders in the town about what each religion has in common, bringing us together. The fourth day a celebration of Asian Indian culture. Movies could be screened or maybe live music with traditional snacks. The final day residents of the town could light “diyas, small lamps filled with oil”, at the temple and library and pick up luminaries to light up their driveways and streets (Britannica, 2021). What a lovely way to show support by having the whole town lit up.

Sadly, the library cannot do anything to lower the prices in town but they can provide insight and reading on the affordable housing crisis. For fifteen years the Wilton Library and the Wilton Public Schools have partnered on a town wide book club. One book is selected, and the public schools provide programming surrounding the topic of the book. Since the book selected may not be appropriate for every age group the library and school system work together to make sure that every age has a book or more that cover the same topic so everyone in town can participate in the conversation. The library offers free copies of the book to every family in the town so even if a family does not have a child in the public school, they can still participate. The library also offers programming that students and families are encouraged to participate from inviting the author to speak to having the actors who played Scout and Jem in the movie *To Kill a Mockingbird* come speak after a screening of the film. The next book could be on the affordable housing crisis or the changes in the housing market historically.

For the affordable housing in town the easiest and simplest thing the library can do is what it does best, educate their patrons. The library uses its walls to showcase different art exhibits. Instead of art the library could have the plans for affordable housing options on the wall. They

could have a model on the floor for people to look at as they enter. Under each plan where the artist's name and description normally goes the developers could write why they feel this plan is needed for Wilton. The plans and model could also incorporate how they would look in Wilton. By putting images into the existing environments, it might help some of the townspeople accept these developments.

Scenario

Due to a new bill that passes in Connecticut the town of Wilton must build and develop more affordable housing. Some citizens of the town are not happy with the development. A lengthy protest occurs with citizens around town and especially near the development putting up lawn signs decrying the project. They claim it will ruin the "spirit" of the town. The objections, acts of protest, and op-eds continue even after the building has opened and people move in. The new residents know that not everyone in the town feels that way, but they do not feel welcome.

Wilton is a lovely town, but the members of the community can be set in their ways. As a community that has been and will most likely always be predominantly white there are chances of shaded or blatant xenophobia. The excuses of "doesn't feel like Wilton" or the acts of vandalism against the Asian Indian temple speak directly to that. While the act of vandalism was met with support from the community that act, and other unreported acts still happened. With the housing crisis we are facing as a country it is only a matter of time before legislature passes on a statewide or national level that encourages or requires more affordable housing. The people of Wilton are not used to being told no. Having something built in town that the citizens have little say over would lead to backlash. This would not likely be blatant acts of racism, but it would most likely occur through microaggressions. The people of Wilton are largely liberal politically but as we have seen with the Black Lives Matter movement America is reckoning with its

inherent racism. It would not be a stretch to see this scenario and reaction play out in the next few years.

There are several things the library could do in response to the above scenario. The first would be educating the town on the affordable housing crisis in America. One way they could do that is having the library partner with the public schools on creating a curriculum that encourages engagement at home on the topic. One partnership could be having school children create dioramas and projects of affordable housing options using renewable resources and hosting the winning dioramas in the library for the town to see. The library could have special displays up during this period promoting books, movies, podcasts, etc on the topic for people to further educate themselves on. On opening day of the exhibit, the library can bring in an architect that is doing this type of work in to talk to the students and their families in the library auditorium.

Another program the library could hold would be running a program on Fred Rogers. There could be a screening of the documentary, the adults could have a book club reading one of the biographies written about him, the children's library could do a program on Daniel Tiger (the current television show based off the work of Fred Rogers). All of this would encourage and remind the citizens of Wilton on the importance of being neighborly.

The library could also have another town wide book club but making sure that members of the new development and existing citizens come together. The meetings could take place at the new development. If the development does not have space for that the library could host and organize the meetings to mix up new and old residents.

The library could also start hosting mixers and programs that directly target the new members of the town. The library could make a packet containing everything a new member of the community would love to have when they first move in. They could reach out to local

restaurants, stores, and other institutions for coupons and special offers especially for new residents. The teen librarian could ask patrons that frequent the teen programs if they would like to be included in the packet as potential babysitters to call. The library could work with the PTA at the schools to make sure that their packets have all the up-to-date information. It could have instructions for how to join the local YMCA and the hours of the town parks, tennis courts, track, playgrounds, etc. It could be a complete compendium of the town to make sure that the new residents acclimate easily.

Appendix

Data from the United States Census Bureau

2019

Label	Estimate	Margin of Error	Percent
▼ EMPLOYMENT STATUS			
▼ Population 16 years and over	13,956	±209	13,956
▼ In labor force	9,131	±324	65.4%
▼ Civilian labor force	9,121	±323	65.4%
Employed	8,775	±322	62.9%
Unemployed	346	±133	2.5%
Armed Forces	10	±16	0.1%
Not in labor force	4,825	±347	34.6%
▼ INCOME AND BENEFITS (IN 2019 INFLATION-ADJU...			
▼ Total households	6,090	±170	6,090
Less than \$10,000	72	±66	1.2%
\$10,000 to \$14,999	39	±48	0.6%
\$15,000 to \$24,999	210	±87	3.4%
\$25,000 to \$34,999	255	±120	4.2%
\$35,000 to \$49,999	229	±78	3.8%
\$50,000 to \$74,999	412	±83	6.8%
\$75,000 to \$99,999	257	±83	4.2%
\$100,000 to \$149,999	984	±184	16.2%
\$150,000 to \$199,999	677	±159	11.1%
\$200,000 or more	2,955	±216	48.5%
Median household income (dollars)	193,292	±22,295	(X)
Mean household income (dollars)	261,380	±19,301	(X)

2019

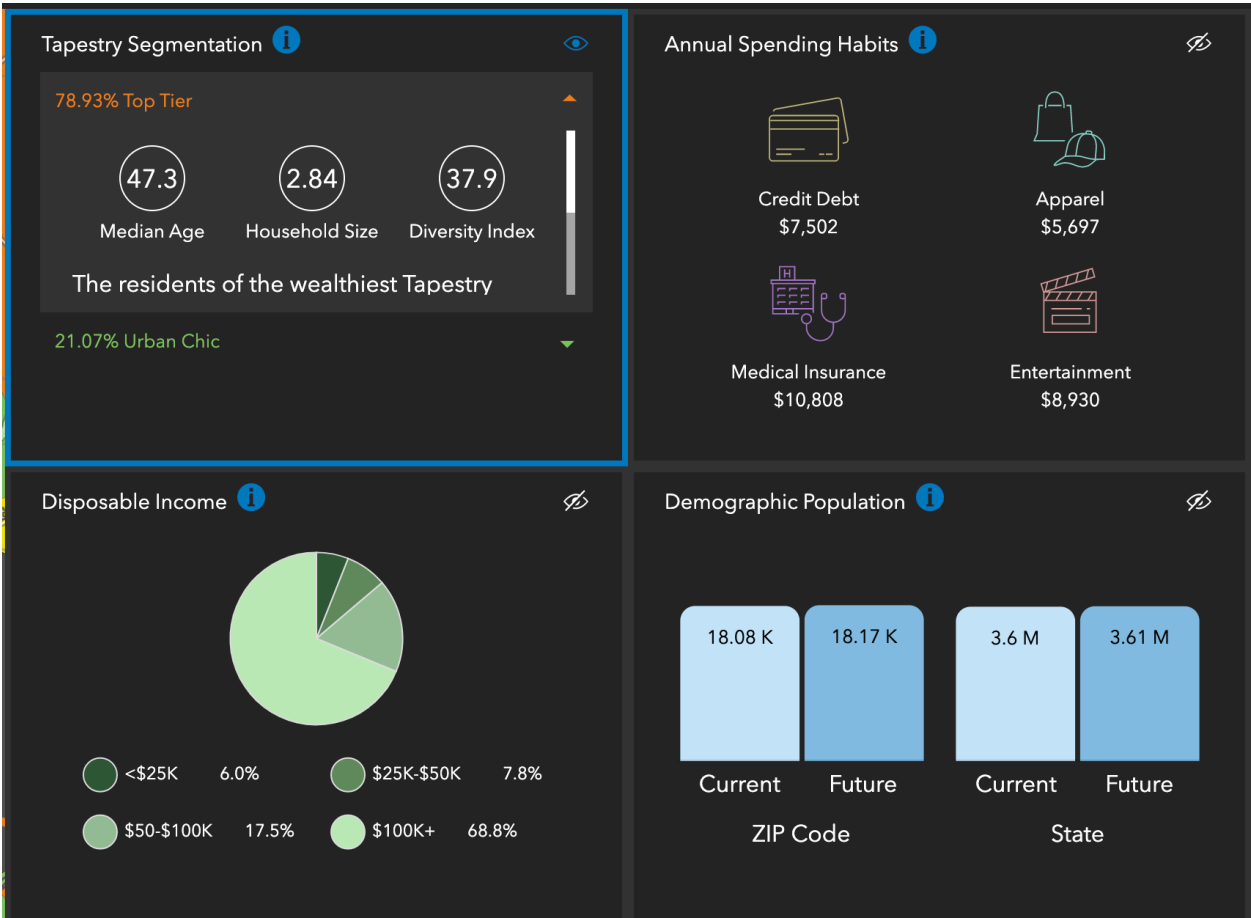
Label	Estimate	Margin of Error	Percent
▼ RACE			
▼ Total population	18,463	±24	18,463
One race	18,114	±133	98.1%
Two or more races	349	±136	1.9%
▼ One race	18,114	±133	98.1%
White	16,321	±324	88.4%
Black or African American	164	±86	0.9%
➤ American Indian and Alaska Native	0	±19	0.0%
▼ Asian	1,537	±248	8.3%
Asian Indian	751	±240	4.1%
Chinese	411	±198	2.2%
Filipino	26	±28	0.1%
Japanese	26	±32	0.1%
Korean	129	±96	0.7%
Vietnamese	59	±50	0.3%
Other Asian	135	±106	0.7%
➤ Native Hawaiian and Other Pacific ...	0	±19	0.0%
Some other race	92	±83	0.5%


Label	Estimate	Margin of Error	Percent
▼ Total population	18,463	±24	18,463
Male	9,279	±307	50.3%
Female	9,184	±308	49.7%
Sex ratio (males per 100 females)	101.0	±6.7	(X)
Under 5 years	904	±182	4.9%
5 to 9 years	1,343	±175	7.3%
10 to 14 years	1,903	±217	10.3%
15 to 19 years	1,562	±246	8.5%
20 to 24 years	927	±180	5.0%
25 to 34 years	847	±168	4.6%
35 to 44 years	2,107	±213	11.4%
45 to 54 years	3,198	±284	17.3%
55 to 59 years	1,493	±202	8.1%
60 to 64 years	1,048	±192	5.7%
65 to 74 years	1,911	±238	10.4%
75 to 84 years	912	±190	4.9%
85 years and over	308	±132	1.7%
Median age (years)	43.6	±0.9	(X)

2011

Label	Estimate	Margin of Error	Percent
▼ RACE			
Total population	17,973	±24	17,973
One race	17,762	±97	98.8%
Two or more races	211	±96	1.2%
▼ One race	17,762	±97	98.8%
White	16,562	±389	92.1%
Black or African A...	223	±228	1.2%
➤ American Indian ...	0	±92	0.0%
▼ Asian	869	±262	4.8%
Asian Indian	205	±120	1.1%
Chinese	458	±198	2.5%
Filipino	49	±68	0.3%
Japanese	64	±58	0.4%
Korean	41	±48	0.2%
Vietnamese	20	±22	0.1%
Other Asian	32	±32	0.2%
➤ Native Hawaiian ...	0	±92	0.0%
Some other race	108	±119	0.6%

ESRI





LifeMode Group: Affluent Estates

Top Tier

Households: 2,113,000

Average Household Size: 2.84

Median Age: 47.3

Median Household Income: \$173,200

1A

WHO ARE WE?

The residents of the wealthiest Tapestry market, *Top Tier*, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.



OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.
- Housing units are owner occupied with the highest home values—and above average use of mortgages.
- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

SOCIOECONOMIC TRAITS

- *Top Tier* is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.
- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 251).
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.
- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.
- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

1A LifeMode Group: Affluent Estates Top Tier



AGE BY SEX (Esri data)

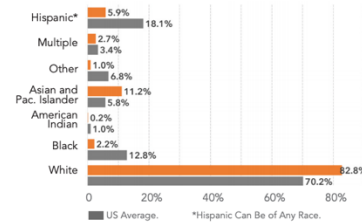
Median Age: **47.3** US: 38.2
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

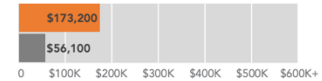
Diversity Index: **37.9** US: 64.0



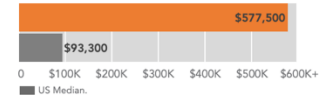
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

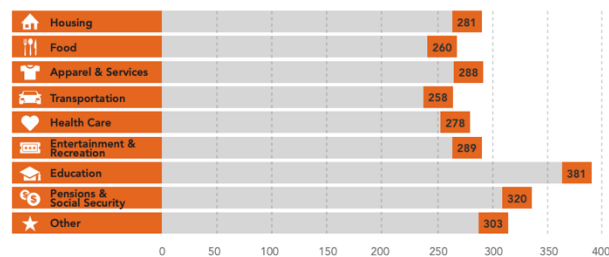


Median Net Worth



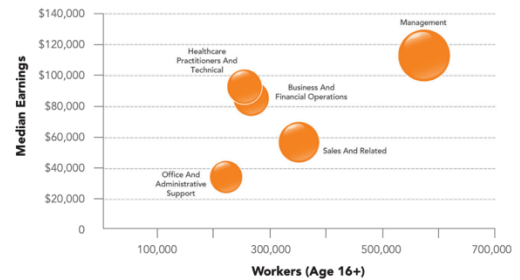
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Affluent Estates

Top Tier


**TAPESTRY
SEGMENTATION**
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

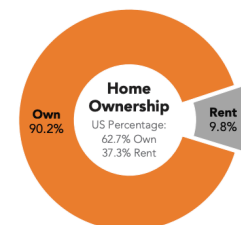
- Purchase or lease luxury cars with the latest trim, preferably imports.
- Contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Use every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- Mostly shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

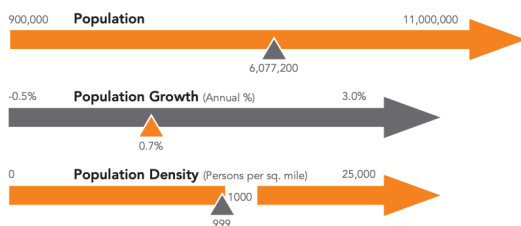

Typical Housing:
 Single Family

Median Value:
 \$819,500

US Median: \$207,300


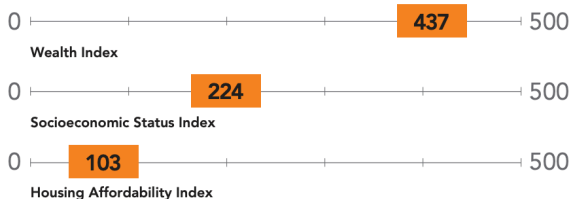
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Upscale Avenues

Urban Chic

2A

Households: 1,635,200

Average Household Size: 2.39

Median Age: 43.3

Median Household Income: \$109,400

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 252).

SOCIOECONOMIC TRAITS

- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).
- Labor force participation is higher at 68%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Nearly 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.

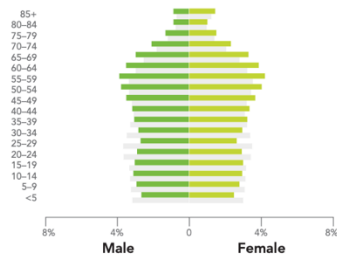


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRB-Simmons.

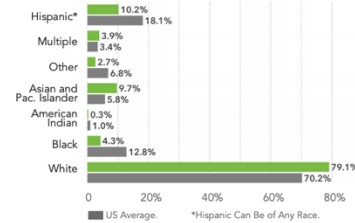
2A

LifeMode Group: Upscale Avenues
Urban Chic**TAPESTRY**
SEGMENTATION
esri.com/tapestry**AGE BY SEX** (Esri data)**Median Age: 43.3** US: 38.2

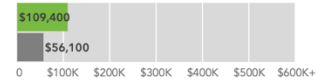
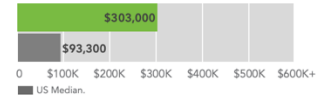
■ Indicates US

**RACE AND ETHNICITY** (Esri data)

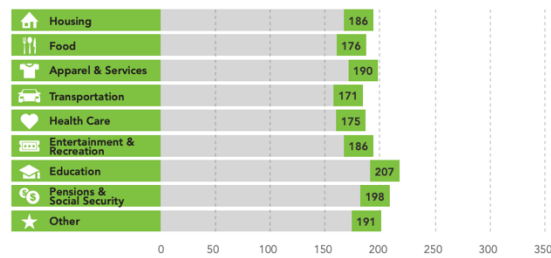
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.1 US: 64.0**INCOME AND NET WORTH**

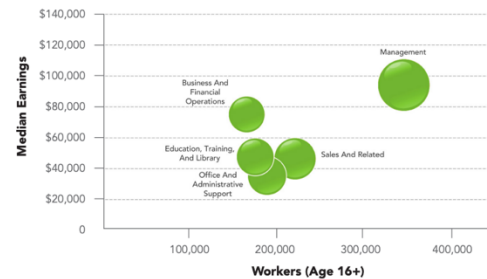
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income**Median Net Worth****AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Upscale Avenues
Urban Chic



**TAPESTRY
SEGMENTATION**
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

HOUSING

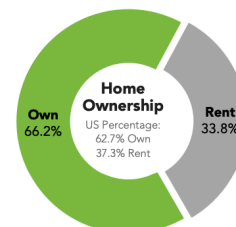
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

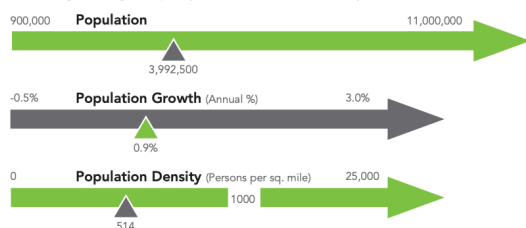
Median Value:
\$623,400

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



STUDENT RACE/ETHNICITY

Race/Ethnicity	Number	Percent
American Indian	1	0.1
Asian American	49	4.0
Black	16	1.3
Hispanic	24	1.9
White	1147	92.7

Total Minority 2005-06 7.3%

Total Minority 2000-01 7.5%



Excerpts from Wilton's Annual Financial Report

June 30, 2019

Economic Environment. Wilton has a number of corporate parks which house national corporations and medium size businesses from many fields including consulting, marketing, finance and consumer products. Wilton is also home to several healthcare businesses including assisted living facilities and wellness centers. The vast majority of Wilton's residents are employed in a professional capacity including management, finance, marketing, education and healthcare. The Town's unemployment rate, according to the Connecticut Department of Labor, as of June 30, 2019 was 3.1%. This compares to Fairfield County and the State of 4.0% and 4.1%, respectively. Bureau of Census data for the 2010 census identifies Median Family Income in Wilton of \$172,095. Investment in Wilton was strong during the year. Construction was completed on a major building expansion by the Town's largest employer and a senior living facility. One mixed use development was approved by the Planning & Zoning Commission and plans for a second mixed use development is before the Planning & Zoning Commission or in the discussion phase.

Financial Highlights

In fiscal 2019, the Town's net position increased by \$2,931,135 or 2.05% to \$140,318,848. Of this amount, \$35,564,897 (unrestricted net assets) may be used to meet the Town's ongoing obligations. Overall, the continuing high level of net assets contributes to the Town's financial strength.

The Town's governmental funds, which are reported on a current financial resource basis, had a combined ending fund balance of \$32,092,865 an increase of \$2,016,178 from the prior fiscal year-end period due to an increase in the General Fund of \$2,562,192, an increase in the Capital Projects Fund of \$205,330 offset by a decrease in the Non Major Governmental Funds of \$751,344.

Major projects that may be bonded in the plan include: police station renovation (\$11,394,000); recreation facilities improvements (\$1,150,000); various school upgrades (\$5,550,000); road restoration (\$14,944,715) and public safety and protection (\$1,030,000). During that same five-year period \$32,330,043 of currently outstanding bonds will be repaid.

The financial impact of these initiatives is reviewed on an ongoing basis.

**Town of Wilton, Connecticut
Net Positions (\$000's Omitted)**

By far the largest portion of the Town's net assets (77%) is its investment in capital assets (e.g., land, buildings and improvements, machinery and equipment and infrastructure); net of accumulated depreciation and any related debt used to acquire those assets that is still outstanding. The Town uses these capital assets to provide services to citizens; consequently, these assets are not available for future spending. Although the Town's investment in its capital assets is reported net of related debt, it should be noted that the resources needed to repay this debt must be provided from other sources since the capital assets themselves cannot be used to liquidate these liabilities.

**Town of Wilton, Connecticut
Changes in Net Position (\$000's Omitted)**

	Governmental Activities		Business-Type Activities		Total	
	2019	2018	2019	2018	2019	2018
Revenues:						
Program revenues:						
Charges for services	\$ 5,825	\$ 6,343	\$ 1,169	\$ 1,200	\$ 6,994	\$ 7,543
Operating grants and contributions	10,343	20,602			10,343	20,602
Capital grants and contributions					-	-
General revenues:						
Property taxes	122,409	120,573			122,409	120,573
Grants not restricted to specific programs	407	70			407	70
Unrestricted investment earnings	1,032	570	138	38	1,170	608
Miscellaneous revenue	5				5	-
Total revenues	<u>140,021</u>	<u>148,158</u>	<u>1,307</u>	<u>1,238</u>	<u>141,328</u>	<u>149,396</u>

87.4% of the governmental activities revenue was derived from property taxes, followed by 7.4% from grants and contributions. Fees accounted for 4.2% and interest and other miscellaneous revenues accounted for 0.4%.

Major revenue factors included:

- ◆ Property tax current levy collection rate was 99.3%. The current year mill rate was 28.1875 compared to 27.7685 for the prior fiscal year. The Grand List increased 0.60%.
- ◆ Property Tax exceeded budget by approximately \$524,344 due to receipt of a large delinquent account that was in collections.
- ◆ Charges for Services were greater than budgeted by \$200,730. Major drivers were primarily due to increase in Building Department Permits \$237,909, Finance Misc. revenue \$15,517 offset by lower Town Clerk Fees \$50,425, Investment income \$611,553 and State Grants \$769,768. Other Revenue was over budget by \$359,958 and Other Financing sources over budget by \$154,146.

Board of Trustees

This slate of Officers and Trustees was approved at the Annual Meeting in June 2021

NAME	CLASS	
Rob Sanders*	2023	President
Teresa DiLorenzo-Waldron*	2022	Vice President
Carol Johnson*	2022	Secretary
Mike Boswood*	2022	Treasurer
Marty Avallone	2024	
Connie Jo Dickerson	2023	
Michael Dugan	2024	
Tom Fagan	2023	
John Fischetti	2024	
Tony Fouracre	2023	
Margret Greene*	2022	
Natasha Hafez	2022	
Thom Healy*	2024	
Betsy Huffman	2024	
Peg Koellmer	2023	
Jennifer Longmire	2023	
Joe Magnano	2023	

Sandy Stein	2022	
Mike Sutka	2023	
Christine Wachter	2022	

An * indicates a member of the Executive Committee.

Department Managers

Elaine Tai-Lauria
Executive Director

Mary Anne Mendola Franco
Assistant Director, Technology & Private Events

Lauren McLaughlin
Assistant Director, Patron Services & Collection Management

Melissa Baker
Media & Digital Services Manager

Michael Bellacosa
Community Engagement Manager

Carolyn Benjamin
Technical Services Manager

Janet Crystal
Marketing Communications Manager

Rich Hubli
Building Operations Manager

Susan Lauricella
Teen Services & Makerspace Manager

Courtney Lilly
Development Director

Andrea Szabo
Children's Services Manager

Susan Taylor
Financial Manager

Karen Zeibak
Circulation Services Manager

Volunteers

ABC Scholars
Ellen Abend
Tom Abend
Elias Abud
Vera Abud
Claude Amadeo
Jennifer Amadeo
Stephen Baker
Carol Ball
Susan Bauerfeld
Joseph Block
Lois Block
Sarah Boatwalla
Carol Boehly
Marc Borelli
Felicia Borglum-Lamond
Michael Borglum-Lamond
Mike Bozwood
Boy Scout Troop 20
Zelda Brenner
James Burch
Iris Busch
Mary Cahill
Claire Camelio
Alex Cameron
Eric Cameron
Kimberly Cameron
Linda Cannella
Phil Cannella
Anne Marie Case
Brandon Charles
Nancy McManus Ciccio
Barbara Clancy
Kiri Clancy
Aaron Clark
Evan Clark
Patty Connor
Savet Constantine
Louis Costanzo
Laurie Crimmins

Sara Criscuolo
Michael Crystal
Beth Culnane
Nancy Dalldorf
Josh Darkwah
Jane Damall
Nick Davatzes
Joanne Daversa

Connie Jo Dickerson
Caryl Dilettuso
Jerry Dilettuso
Kathleen Dineen
Isaac Downs
Janel Downs
Nathan Downs
Anna Jo Dubow
Marjorie Duggan
Laurie Durkin
Sister Michaela Durkin
Suzy Eckert
Suzanne Ellenthal
Doug Fechter
Michelle Fechter
Linda Fein
Michael Fein
Crystal Ferrarandino
Bonnie Figgatt
Gini Fischer
Nancy Flaherty
Suzanne Flaim

Andrea Forster
Tony Fouracre
Michael Franco
Max Gabrielson
Al Galletly
Jan Galletly
Julia Gardiner
Tina Gardner
Adair Garis
Anne Goslee-Jovovic
Alan Gould
Pat Gould
Maureen Granito
Alexander Grano
David Graybill
Susan Graybill
Vickie Green
Susan Greenberg
Dr. Matthew Greene
Margret Greene
Edwin Gregory
Giby Gregory
Judy Grimm
Lila Griswold

Susie Gross
Kathryn Groves
Natasha Hafez
Kim Hall
Anne Hamar

"The Wilton Library is a ROCK STAR! It has been there for the community through thick and thin!"

"As usual, The Wilton Library is doing an excellent job of offering a variety of self-enlightenment programs."

28 Wilton Library Annual Report 2019-2020

Every effort has been made to acknowledge all donors

Wilton Library Annual Report 2019-2020 29

Interview with Susan Lauricella

1. How long has the individual been in the position?
 1. 2001 started circ desk 5 hours a week at most
 1. A little but of childrens – 1st year
 2. 2002 teen librarian part time 19 hours – 1 – 2 years
 3. Full time (2004)

4. Then maker space (2014)
 1. 2013 – Robotics team – Championship 2020
 1. Husband pushed her to do it – months looking at programs
husband is an engineer – global organization in 2015 – didn't have a home – some point that year Elaine kept mentioning maker space after conference in CA – also a home for the robotics team
 2. Doubled your job
 - 3.
2. What has been his/her career progression?
3. What leadership qualities does he or she feel are most important to successfully lead the organization?
 1. Communication is a very big deal – you have to communicate with staff make them feel like you're a team – not a person – not a director - group consensus –
 2. Finding what people like to do you can't always but trying to always keep people interested learning growing
 3. Peter level rise to you level of
 4. Give people as much autonomy as they can so they rise to
 5. Having fun
 6. Being honest
 7. Laughter with what you're doing
 8. Important to care for the people you work with make them feel they're important
1. What are the vision, mission, and core values of the organization? Does it have a strategic plan with goals and objectives?
 - Changed a number of times
 - We are the cultural and intellectual center of Wilton.
 - We inform, enrich, connect, and inspire our community.
 - Strategic plan redoing it for this year it got put on hold for 2020
 - Redo it every 5 years
 - Reevaluate forms where are we going where have we been
 - 10 to 10 meeting highlights what's going on

- Focus has changed from collection to educating and informing providing lectures
author talks jazz show (dave Brubeck) story times – so much about programs
-
- 2. Who are its primary clients/customers/patrons?
 - Wilton Residents
 - Anyone with CT library card can take things out
 - Surrounding towns – Norwalk, south salem, Ridgefield, wesport
 - Inovation sation gets a lot of Westport – we don't charge for
- 3. What are its primary programs or activities?
 - See above
 - Poetry group
 - Condo assoc rents rooms
 - Brubeck room – red cross blood drive
 - SCORE – business related things
 - Police other town groups – depending on who depends on payment
 - College education group
 - Library uses it for a lot of stuff
 - Poetry in Motion
 - 1. Digital
 - Brubeck Jazz Concerts
 - Human Library
 - Innovation Day
 - 1. 700 people come through
 - 2. High tech low tech no tech
 - 3. Green screen / VR / cricket projects / calligraphy / origami / spray tattoo
machine henna
- 4. Where does it get its funding?
 - How is that accomplished?
 - 75% from the town – salaries building maintence

- 25% is all fundraising and donations – anything you can use – books, database, download something
 - Annual friends campaign
 - Annual gala
 1. Silent auction
 - Book Sale
 - Author Talks
 - Martha Stewart – charged buy her book and proceeds go to library and martha
 - Few big donors
5. Does the library/information organization report anywhere else or to anyone else in the organization or external to the organization?
- Who/where?
 - To whom does the library leader ultimately report?
 - What does the organization structure look like?
 - How is the library/organization governed?

Public private partnership assoc – board of directors – our director reports to the board of directors and has to report in conjunction with the town

Don't have to get permission from the town about what. We do

6. How is the organization structured?
- Are there multiple branches?
 - How much autonomy do they have?
 - What is done centrally?
 1. Single library
 2. Other CT libraries assoc
 3. CT library consortium
 1. Several round tables
 2. Fairfield directors and asst directors
 3. Meet once a month

4. Round tables once a month
5. Maker group round table
6. CT Committee once a year
7. No collaboration but a lot of community

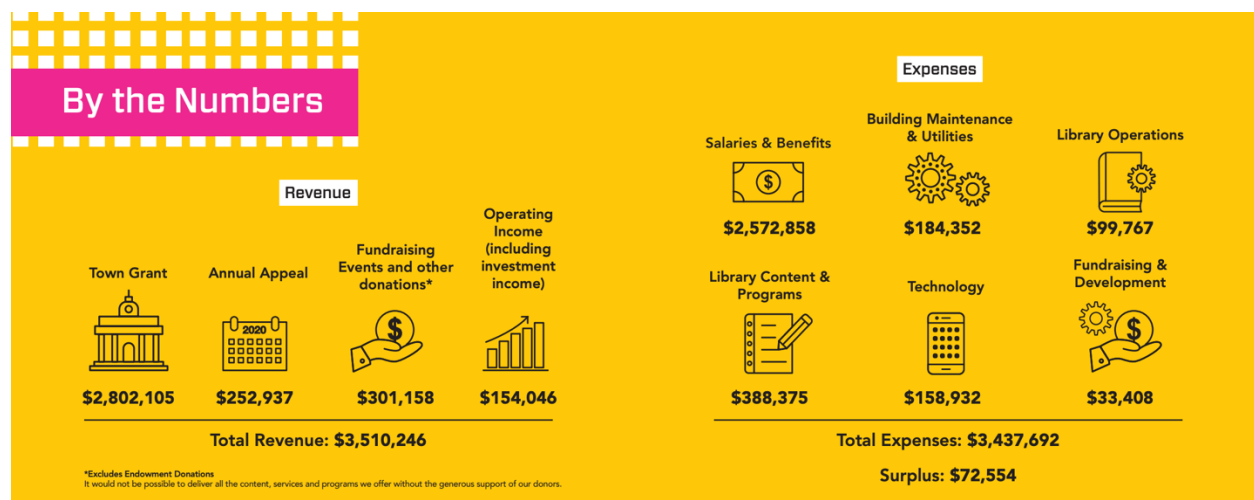
7. How is the budget established?

- What amounts or percentages of the budget are assigned to collections, operations, capital?
- How is this done?
 1. Budgt for all materials asst director is in charge of all the books
 2. Talks about how much you used last year
 3. Asst divies up budget
 4. Up to the department head discretion
 5. Not a lot goes to programming
 6. Each department has varying funds
 7. STEM – bridgewater
 8. Robotics do a lot of fundraising
 9. This is all different from budget
 10. Funds are totally separate
- Maker space fund
- Development person goes around and see who people want to fund programs
- Human Library – drug rehab center to sponsor
- Always looking for \$\$\$

8. What is the human resource or staffing structure?

- Elaine
- Two asst directors
 1. Reference and collections
 1. Childrens, circulations,
 2. Network Service, Tech (processing, cataloguing media, rentals) Teen and Makers space

- Facilities manager, development, marketing, financial
 -
 - What are the ratios of professional staff to support or unclassified staff?
 - Staff of about 50 – 12 non exempt (full time)
 - 1. 3 people that work full time – maintenance
 - The rest are part time
 - 19 hours or less because more than that you have to give benefits
9. What are some defining characteristics of the organization?
- Dynamic
 - Diverse amount of programs all age groups all sorts of interests
 - Really good collection
 - Central in town – truly the heart of the building
 - BEAUTIFUL building
 - Drive through – only one in ct
 - Brubeck room – great sound
 - Staff – always makes it
 - Really good group of people that work hard and are dedicated
 - A lot of them are really good at being creative and thinking outside the box and work together









Facts & Figures



Total Items
Circulated
206,066



Total Number
of Programs
609



Total Program
Attendance
16,369



Attendance at 445
Innovation Station
Sessions
1,913



Library Visits
168,844



Number of times people
logged in to library
computers
48,670



Questions answered by
reference librarians
23,233



Museum passes
borrowed
171



Meeting and study
room uses
2,521



Total number of
items available in the
collection
464,889



Digital Library
loans
50,357



Number of
website visits
299,913

Stake Holders	Stakeholder Interest	Potential Conflict
Local Government	Keeping townspeople happy Pride in Library	Town Budget Cuts Disagree on materials
Town Taxpayers	Love of the building and Programming Services Accessibility	Cost
Board of Trustees	Increased Use Increased Funding	Time management Funding Issues
Users	Pride Access to materials	Cost
Potential Users	New materials that interest them	Niche interests
Donors	Tax deduction Recognition Social Good	Reduced income Lack of interest Problem with collection
Library Staff	Pride in their job Quality of Life Public service	Compensation Schedule Difficult Patrons
Volunteer Staff	Interest Love of reading Hobby	Lack of interest No pay

Past Wilton Reads Selections

Wilton Reads 2020: [Tales of the Jazz Age](#) by F. Scott Fitzgerald

Wilton Reads 2019: [The Tattooist of Auschwitz](#) by Heather Morris

Wilton Reads 2017: [Waiting For Snow in Havana: Confessions of a Cuban Boy](#) by Carlos Eire

Wilton Reads 2016: [Circling the Sun](#) by Paula McLain

Wilton Reads 2014: [Ragtime](#) by E.L. Doctorow

Wilton Reads 2013: [The Cutting Season](#) by Attica Locke

Wilton Reads Fall 2012: [The Buddha in the Attic](#) by Julie Otsuka

Wilton Reads Spring 2012: [State of Wonder](#) by Ann Patchett

Wilton Reads 2010: [That Old Cape Magic](#) by Richard Russo

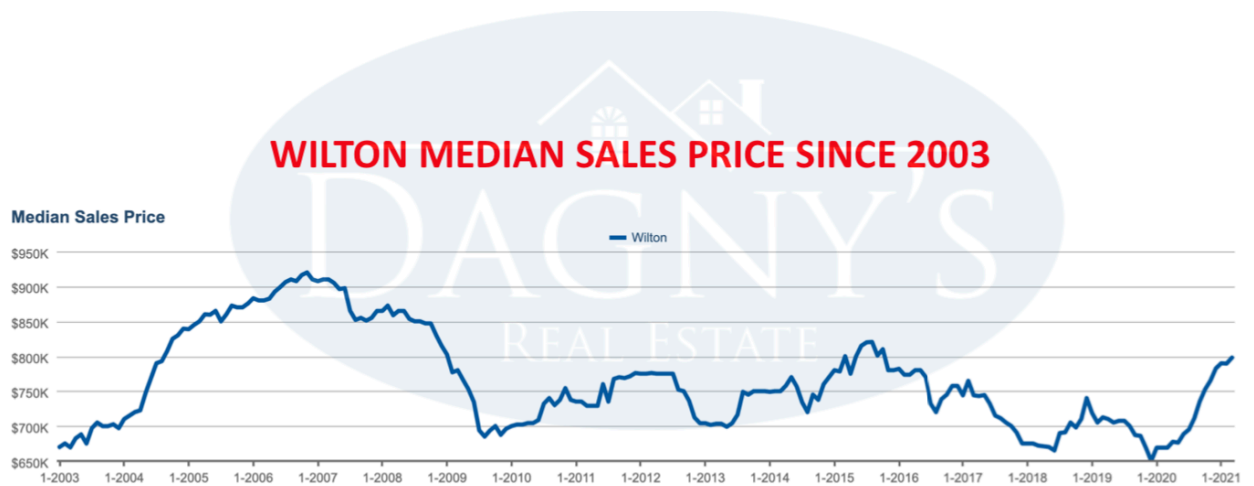
Wilton Reads 2009: [Run](#) by Ann Patchett

Wilton Reads 2008: [The Namesake](#) by Jhumpa Lahiri

Wilton Reads 2007: [The Sweet Hereafter](#) by Russell Banks

Wilton Reads 2006: [Snow in August](#) by Pete Hamill

Wilton Reads 2001: [To Kill a Mockingbird](#) by Harper Lee



2011

60 to 64 years	6.7%
65 to 69 years	4.1%
70 to 74 years	2.4%
75 to 79 years	2.6%
80 to 84 years	2.0%
85 years and over	2.4%

2019

60 to 64 years	1,048	±192	5.7%
65 to 69 years	1,135	±170	6.1%
70 to 74 years	776	±182	4.2%
75 to 79 years	369	±107	2.0%
80 to 84 years	543	±145	2.9%
85 years and over	308	±132	1.7%

PLANNING & ZONING
COMMISSION
Telephone (203) 563-0185
Fax (203) 563-0284



TOWN HALL ANNEX
238 Danbury Road
Wilton, Connecticut 06897

AFFORDABLE HOUSING UNITS

Approved by the Planning & Zoning Commission & constructed as of January 9, 2018

Rental Units: (Availability is limited)

- ~~Avalon Wilton (on River Road) 25 River Road, 21 affordable units, contact #: (203) 762-0010, (SDP-RES#495-2Z). Expired~~
- **Avalon Wilton** (on Danbury Road) 116 Danbury Road, 30 affordable units, contact #: (203) 529-3540, (SDP- RES#0708-6Z).
- **The Greens at Cannondale**, 435 Danbury Road, 22 affordable units (assisted living, housing for elderly), contact #: (203) 761-1191, (SP#258-RES#496-8P).
- **Brookdale Place of Wilton** (aka Sunrise of Wilton), 92 Danbury Road, 13 affordable units (assisted living, housing for elderly), contact #: (203) 761-8999, (SP#132A), (RES#1098-23P).
- **Ogden House**, 100 River Road, 85 affordable units (elderly housing and/or mobility impaired), contact: contact #: (203) 762-8035, (SDP-RES#179-4Z).
- **Wilton Commons**, 21 Station Road, 74 affordable units, (congregate/housing for the elderly or handicapped persons), contact #: (203) 487-3633, (SP#398, RES#0415-5P).
- **Station Place**, (SDP-R-1A) 31 Old Danbury Road, 9 affordable units, contact#: Catherine Kerns, (203) 690-2245, RES#0615-4Z

Sale Units: (Availability is limited)

- **Crowne Pond**, (SP#265-DRD) 260 Danbury Road -1 affordable unit, contact #: Fairfield 2000, John Madeo, (914)-723-1200.
- **Perry Green**, (SP#260B-DRD) 306 Danbury Road -1 affordable unit, contact#: Fairfield 2000, John Madeo, (914)-723-1200.
- ~~Village Court (SP#256-THRD) Grumman Hill Road 9 affordable units, contact#: Fairfield 2000, John Madeo, (914)-723-1200. Expired~~
- **Lambert Common** (SDP-THRD) Condominium Association, 11 Westport Road, 6 middle income units (State does not recognize as affordable), contact#'s: Planning and Zoning Department at (203) 563-0185 or Human Resources Department at (203) 563-0118.
- **Autumn Ridge**, Parish Road and Buckingham Road, (SP#255-SFAAHD) 7 single family affordable homes, contact#'s: Wilton Planning and Zoning Department at (203) 563-0185 or Human Resources Department at (203) 563-0118.

Middle Income units not recognized by the State as affordable: 6. The total number of housing units in Wilton: 6,475 (as of 2010 U. S. Census)

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